RJ REYNOLDS

TOBACCO COMPANY

fax RT 7/30/97

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 29, 1997

RJR Account #315288
Mr. B. Grismore
DOWLINGS, INC. ;

DORAL BUY ONE CARTON GET 5 PACKS FREE / PROMOTION #701646

Dear Bud:

DORAL ***pre-sleeved gratis*** product (6M), along with *Doral* Live product, has been ordered (see quantities listed below) to ship this promotion to participating retail accounts on the attached Customer List. *R. J. Reynolds'* sales personnel will assemble offers at store level.

DORAL*GRATIS* BRAND STYLE	GRATIS UPC Code	#/ (6M) Gratis Cases	DORAL LIVE BRAND STYLE	LIVE UPC Code	#/ (12M) Live Cases
Light 100	12300-21775	2	***Light 100***	12300-15212	2
FF 100	12300-21776	1	***FF 100***	12300-15312	1
Men Lt 100	12300-21858	1	***Men Lt 100***	12300-15812	1
Ult Lt 100	12300-21860	1	***Ult Lt 100***	12300-16712	1

Product PO # 819

Product / Premium Arrival: **August 19, 1997**

Ship Date to Retail: **Week of: August 25, 1997**

EFT $ Amount: **$2,773.14**

Non-EFT $ Amount: **$N/A**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $9.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$45.00 (5 (12M) case(s) @ $9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enclosure: Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/ynmy0000

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PROMOTION #701646: DORAL BUY 1 CARTON GET 5 PACKS FREE

PRODUCT ARRIVAL DATE: 8/19/97

SHIP NUMBER OF CARTONS AS INDICATED [LIVE (12M) PRODUCT AND GRATIS (6M) PRODUCT] TO STORES LISTED.

**** R.J. REYNOLDS SALES PERSONNEL WILL ASSEMBLE AT STORE LEVEL.**

						#/LIVE CARTONS				#/GRATIS CARTONS					
SR TERR	SIS #	FULL NAME	ADDRESS	CITY	STATE	100	60	1ST 2 MEN 100	60	100	60	GEN 140	60	CARTONS TO BILL EACH RJRT ACCOUNT	DIRECT ACCOUNT
162301	633761	MINOR'S DISCOUNT BEV	375 LAKE STREET	ST ALBANS	VT	120	60	60	60	60	30	30	30	300	DOWLINGS
				TOTAL CARTONS		120	60	60	60	60	30	30	30		DOWLINGS
				TOTAL CASES		2	1	1	1	2	1	1	1		Count

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